

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing Of Claims:

1.-13. (Canceled)

14. (New) A method for operating multimedia and/or telematics services in a motor vehicle, comprising:

providing the services in a speed-dependent manner.

15. (New) The method as recited in Claim 14, wherein:

the providing of the services includes at least one of a control of a selection of the services and a representation of the services on a user interface present in the motor vehicle.

16. (New) The method as recited in Claim 14, wherein the selection of the services includes a prioritization of predetermined services over other services that are also available.

17. (New) The method as recited in Claim 14, further comprising:

performing a speed-dependent selection of an input medium for an operator control of the services.

18. (New) The method as recited in Claim 14, further comprising:

performing a speed-dependent selection of an output medium for a representation of the services.

19. (New) The method as recited in Claim 14, further comprising:

performing a speed-dependent adaptation of at least one of an input medium and an output medium.

20. (New) The method as recited in Claim 14, further comprising:
performing a control involving a selection of a suitable form of representation of
contents provided by the particular service on an output medium.
21. (New) The method as recited in Claim 14, further comprising:
adapting an output medium in a manner controlled by a speed by performing at
least one of the following:
a) changing a character display size on the output medium,
b) replacing text with graphical information,
c) changing a display color on the output medium, and
d) providing a controlled selection of advertisements as a function of the speed.
22. (New) The method as recited in Claim 19, further comprising:
performing one of the following for adapting an input medium in a manner
controlled by a speed:
a) assigning control elements, including keys, different functions,
in which functions of greater importance being prioritized over those of less
importance,
b) suppressing predetermined functions of predefined associated control
elements,
c) blocking keys in one of an audibly perceptible manner, a visually
perceptible manner, and a tactilely perceptible manner, and
d) changing one of a sensitivity characteristic of a microphone and a
directional characteristic of the microphone.
23. (New) The method as recited in Claim 14, further comprising:
selecting a transmission medium for communication and setting corresponding
service parameters as a function of a speed.
24. (New) The method as recited in Claim 14, further comprising:
performing a control in at least one of a location-dependent manner and a context-
dependent manner.

25. (New) A vehicle information system for operating services including at least one of multimedia services and telematics services and associated user interfaces in a motor vehicle, comprising:
- a service management unit connectable to:
 - a) a device for one of measuring and displaying an instantaneous vehicle speed, and
 - b) a user interface for providing the services in a speed-dependent manner.
26. (New) A service management unit for use in an operation of multimedia and/or telematics services and associated user interfaces, in a motor vehicle, comprising:
- a control unit for analyzing information on a vehicle speed and being configured to providing the services in a speed-dependent manner.